

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Great American Media (GMMB)**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

<u>Contract / Revision</u> 494852 /		<u>Alt Order #</u> 06330891
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 1848
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 09/21/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/25/12	10/01/12	Cops	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$195.00			
N 2	KVVU	09/25/12	10/01/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$250.00			
N 3	KVVU	09/25/12	10/01/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$8,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$2,150.00			
N 4	KVVU	09/25/12	10/01/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$1,950.00			
N 5	KVVU	09/25/12	10/01/12	Better	M-F 11a-12p		:30			NM	4	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$195.00			
N 6	KVVU	09/25/12	10/01/12	Katie Couric	2-3p		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$275.00			
N 7	KVVU	09/25/12	10/01/12	Anderson	3-4p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$300.00			
N 8	KVVU	09/25/12	10/01/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$350.00			
N 9	KVVU	09/25/12	10/01/12	Fox 5 News at 5	5-530p		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$950.00			
N 10	KVVU	09/25/12	10/01/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$450.00			
N 11	KVVU	09/25/12	10/01/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$1,025.00			
N 12	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$725.00			
N 13	KVVU	09/25/12	10/01/12	MORE Access	630-7pm		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$900.00			
N 14	KVVU	09/25/12	10/01/12	Extra	M-F 7-730p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$950.00			
N 15	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$700.00			
N 16	KVVU	09/25/12	10/01/12	TMZ	730-8p		:30			NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$1,350.00			
N 17	KVVU	09/25/12	10/01/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$275.00			
N 18	KVVU	09/28/12	09/28/12	Fringe	Fri 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$4,000.00			
N 19	KVVU	09/29/12	09/29/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$85.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	Clone Wars	Sa 2-3p	-----Sa--	:30	<del>\$85.00</del>	NM		
		See MG 21.2										
N 20	KVVU	09/29/12	09/29/12	The Closer	Sa 3-4p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$95.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	The Closer	Sa 3-4p	-----Sa--	:30	<del>\$95.00</del>	NM		
		See MG 21.2										
N 21	KVVU	09/29/12	09/29/12	Criminal Minds	Sat 5-6p		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$150.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	Criminal Minds	Sat 5-6p	-----Sa--	:30	<del>\$150.00</del>	NM		
		See MG 21.2										
		2	KVVU	09/30/12-09/30/12	Extra Weekend	Su 6-7p	-----Su	:30	\$330.00	NM		
		© MG for 20.1,19.1,21.1										
N 22	KVVU	09/30/12	09/30/12	NFL Late Game	NFL Late Game		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$9,500.00			
N 23	KVVU	09/30/12	09/30/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,850.00			
N 24	KVVU	09/30/12	09/30/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,200.00			
N 25	KVVU	09/30/12	09/30/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$8,250.00			
N 26	KVVU	09/30/12	09/30/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$300.00			
N 27	KVVU	09/27/12	09/27/12	The X Factor	The X Factor		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$7,500.00			
Totals											56	\$67,625.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	42	\$57,030.00	\$48,475.50
10/01/12 - 10/01/12	14	\$10,595.00	\$9,005.75
<b>Totals</b>	<b>56</b>	<b>\$67,625.00</b>	<b>\$57,481.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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PROGRAM : EXTRA WEEKEND  
ORD COM1: SPOTS N/A DUE TO SPORTS. MG EXTRA WEEKEND. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR SEP29 ON LINE-19 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR SEP29 ON LINE-20 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR SEP29 ON LINE-21 FOR 1 SPOT/WK

FAX# 610-225-1191

REP HEADLINE# 6330891  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

CREDIT ADVISORY:  
ORDER WORKSHEET  
AGENCY CREDIT RISK !!!  
HARRIS REPORT FROM REP

HARRIS REPORT FROM REP SEP21/12 15.48  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

SEP21/12 15.48  
\*\*\* KVVU-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
20	S		300P-400P	30		\$95.00	9/29	9/29	0		SAT	0
PROGRAM : WITHOUT A TRACE												
CON COM1: WITHOUT A TRACE												
21	S		500P-600P	30		\$150.00	9/29	9/29	0		SAT	0
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#19				SEP29		30S	\$85.00	(SEP21/12)	
			BUY#20				SEP29		30S	\$95.00		
			BUY#21				SEP29		30S	\$150.00		
			OFFER: SUN/600P-700P				SEP30		30S	\$330.00	PLS ADVISE.	
CMT: SPOTS N/A DUE TO SPORTS. MG EXTRA WEEKEND. PRE-BOOKED PLS APPROVE.												
SEP/12			67625.00			\$ .00					CONTRACT TOTAL	67625.00
											TOTAL SPOTS	56

MARKET TOTALS	\$355,921	KVVU 19%	KSNV 24%	KTUD 0%	KLAS 27%	KTNV 23%	KVMY 6%	KVCW 1%	CABL 0%
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SVC- NSI  
DEMOS- RA35+\*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

REP HEADLINE# 6330891  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
SEP21/12 11.57  
\*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/DSCC IE REP. # OFF. # 762 SALESMAN #  
AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # 494852 CONTRACT # 6330891 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE EST#1848 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP21/12 11.57

REP: TO ROSE  
FR NIKKI  
NEW DSCC IE ORDER  
TOTAL \$67625  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 49  
AGENCY PRODUCT CODE = 53  
AGENCY EST# = 1848

1			100P-200P	30		\$195.00	9/25	10/1	2		TU-F,M	2
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PROGRAM : COPS  
CON COM1 : COPS

2			1000A-1100A	30		\$250.00	9/25	10/1	2		TU-F,M	2
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PROGRAM : DR OZ  
CON COM1 : DR OZ

REP HEADLINE# 6330891  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP21/12 11.57  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1: FOX 5 NEWS AT 10P	30		\$2,150.00	9/25	10/1	4		TU-F,M	4
4			1100P-1135P PROGRAM : FOX 5 NEWS AT 1100P CON COM1: FOX 5 NEWS AT 1100P	30		\$1,950.00	9/25	10/1	1		TU-F,M	1
5			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	9/25	10/1	4		TU-F,M	4
6			200P-300P PROGRAM : KATIE COURIC CON COM1: KATIE COURIC	30		\$275.00	9/25	10/1	4		TU-F,M	4
7			300P-400P PROGRAM : ANDERSON COOPER CON COM1: ANDERSON COOPER	30		\$300.00	9/25	10/1	4		TU-F,M	4
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$350.00	9/25	10/1	4		TU-F,M	4
9			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$950.00	9/25	10/1	3		TU-F,M	3
10			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	9/25	10/1	2		TU-F,M	2
11			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$1,025.00	9/25	10/1	3		TU-F,M	3

REP HEADLINE# 6330891  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP21/12 11.57  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$725.00	9/25	10/1	4		TU-F,M	4
13			600P-700P PROGRAM : MORE ACCESS CON COM1: MORE ACCESS	30		\$900.00	9/25	10/1	2		TU-F,M	2
14			700P-730P PROGRAM : EXTRA CON COM1: EXTRA	30		\$950.00	9/25	10/1	2		TU-F,M	2
15			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	30		\$700.00	9/25	10/1	3		TU-F,M	3
16			730P-800P PROGRAM : TMZ CON COM1: TMZ	30		\$1,350.00	9/25	10/1	2		TU-F,M	2
17			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1: MORE LAS VEGAS	30		\$275.00	9/25	10/1	2		TU-F,M	2
18			900P-1000P PROGRAM : FRINGE CON COM1: FRINGE	30		\$4,000.00	9/28	9/28	1		FRI	1
19			200P-300P PROGRAM : THE CLOSER CON COM1: THE CLOSER	30		\$85.00	9/29	9/29	1		SAT	1
20			300P-400P PROGRAM : WITHOUT A TRACE CON COM1: WITHOUT A TRACE	30		\$95.00	9/29	9/29	1		SAT	1



REP HEADLINE# 6330891  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP21/12 11.57  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			500P-600P	30		\$150.00	9/29	9/29	1		SAT	1
PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS												
22			100P-400P	30		\$9,500.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 2) CON COM1: FOX NFL (GAME 2)												
23			1000P-1045P	30		\$1,850.00	9/30	9/30	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN CON COM1: FOX 5 NEWS AT 10PM SUN												
24			1045P-1100P	30		\$1,200.00	9/30	9/30	1		SUN	1
PROGRAM : FOX 5 SPORTS EXTRA CON COM1: FOX 5 SPORTS EXTRA												
25			1000A-100P	30		\$8,250.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 1) CON COM1: FOX NFL (GAME 1)												
26			1100P-1200M	30		\$300.00	9/30	9/30	1		SUN	1
PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS												
27			800P-900P	30		\$7,500.00	9/27	9/27	1		THU	1
PROGRAM : THE X-FACTOR RESULTS CON COM1: THE X-FACTOR RESULTS												
SEP/12			67625.00	OCT/12		\$ .00						
CONTRACT TOTAL												67625.00
TOTAL SPOTS												58

MARKET TOTALS \$355,921 KVVU 19% KSNV 24% KLAS 27% KTNV 23% KVMY 6% KVCW 1% CABL 0% KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*